REMARKS

Claims 1-3 are pending in this application. By this Amendment, claims 1 and 2 are amended to further define the subject matter and to further distinguish from the cited references. Dependent claim 3 is newly added. The title is amended to obviate the objection by the Patent Office. Support for the amendments and new claim can be found in the present specification at, for example, page 9, lines 4-6, page 9, line 20 through page 10, line 7, page 11, lines 4-6, page 17, line 19 through page 18, line 19 and Figs. 5, 6 and 10. No new matter is added.

In view of the foregoing amendments and the following remarks, reconsideration and allowance of claims 1-3 are respectfully requested.

Objection To The Title

The title was objected to for allegedly not being descriptive. The title of the application has been amended to "A Mobile Phone Equipped With A Camera", and is thus clearly descriptive.

Withdrawal of the objection is respectfully requested.

35 U.S.C. §103(a) Rejection

Claims 1 and 2 were rejected under 35 U.S.C. §103(a) as allegedly being obvious over Shibata (U.S. Patent Application Publication No. 2001/0004269) in view of Matsumoto (U.S. Patent Application Publication No. 2003/0228847). Applicants respectfully traverse this rejection.

Claim 1

The Patent Office alleges that Shibata teaches all of the features of claim 1 except a display control means that rotates an image taken by an image taking means according to the rotation angle measured by the detection means and displays the image in the display means. The Patent Office introduces Matsumoto to allegedly remedy the deficiencies of Shibata in

this regard. However, for at least the following reasons, the combination of Shibata and Matsumoto does not describe, or provide any reason or rationale for one of ordinary skill in the art to have come to, all of the features of amended claim 1.

Amended claim 1 requires a display control means that rotates the image taken by the image taking means according to the rotation angle measured by the detection means and displays the image in the display means in such a manner that the up-and-down direction of an object in the image displayed by the display means coincides with the actual up-and-down direction of the object at a time when a direction perpendicular to a surface of the display means is the same as the direction of the optical axis. In short, this feature of claim 1 allows the user to view an image taken by a camera in the correct orientation, even when the screen displaying the image is rotated to different angles. An example of this feature is illustrated below in Figs. 10A-C of the present specification. Neither Shibata nor Matsumoto describe, or provide any reason or rationale for one of ordinary skill in the art to have come to, at least this feature of claim 1.

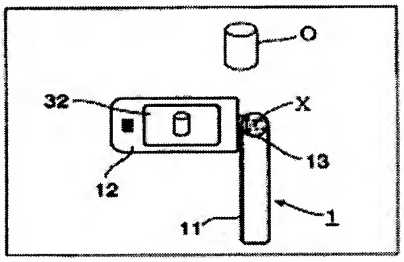


Fig. 10A

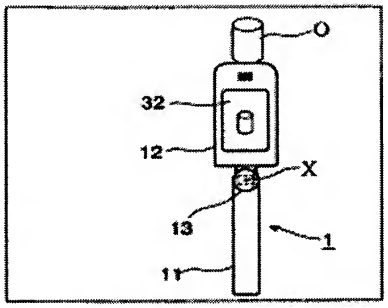


Fig. 10B

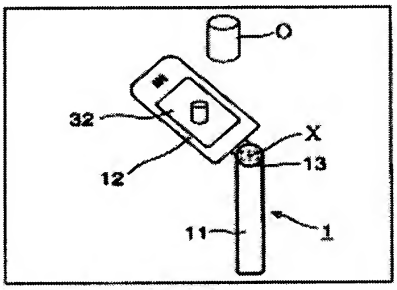


Fig. 10C

Matsumoto describes a portable communication device with the capability to take pictures. A cover of the device includes a rotation supporting section that is supported for rotational movement relative to the main body of the device, and a display section that is supported for rotational movement on a second axis that is at a right angle to the first axis. See the Abstract of Matsumoto. Matsumoto further describes that the display section 11 stays

in a first display state when the rotation supporting section 10 is rotated less than 180°, and that the display state is switched to a second display state when rotated more than 180°. See paragraph [0042] of Matsumoto. Accordingly, Matsumoto can not display an image in a manner such as that shown above, in Fig. 10C of the present specification.

Thus, Matsumoto does not describe, or provide any reason or rationale for one of ordinary skill in the art to have come to, a display control means that rotates the image taken by the image taking means according to the rotation angle measured by the detection means and displays the image in the display means in such a manner that the up-and-down direction of an object in the image displayed by the display means coincides with the actual up-and-down direction of the object at a time when a direction perpendicular to a surface of the display means is the same as the direction of the optical axis. Matsumoto therefore does not remedy the deficiencies of Shibata.

New claim 3 is dependent on claim 1. For at least the respective dependency on claim 1, and for the additional features recited, claim 3 is not rendered obvious by any combination of Shibata and Matsumoto.

Claim 2

Amended claim 2 requires an image taking block that is provided inside the first rotation means in such a manner that the lid rotates relative to the main body in response to rotation by the first rotation means but does not rotate in response to rotation by the second rotation means, and the image taking element rotates along with the image taking block, by rotation of the image taking block, in such a manner that a longitudinal direction of the image taking element becomes parallel to a longitudinal direction of the display means when a direction perpendicular to a surface of the display means is the same as the direction of the optical axis. In short, this feature of amended claim 2 allows the user the ability to accurately confirm that the attitude of the subject is correct from the image shown on the display means.

See page 18, lines 9-26 of the present specification. Neither Shibata nor Matsumoto describe, or provide any reason or rationale for one of ordinary skill in the art to have come to, at least this feature of claim 2.

This feature of claim 2 is also illustrated in Figs. 12 and 13 of the present specification, shown below. As illustrated, charge coupled device CCD 41 rotates in response to rotation of the lid 12 about the X-axis.

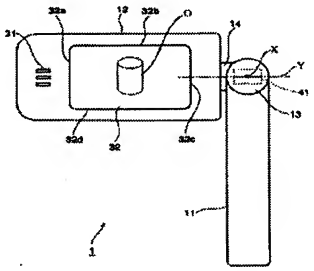


Fig. 12

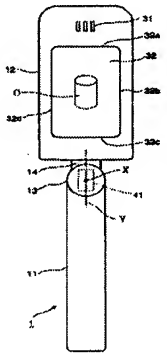


Fig. 13

Shibata does not describe, in any way, that the photographic lens 33 rotates. To the contrary, in order for the camera to properly function in Shibata, the device must be in the orientation shown below, in Fig. 3 of Shibata. Thus, one of ordinary skill in the art would recognize that the camera is fixedly mounted in Shibata, and does not rotate.

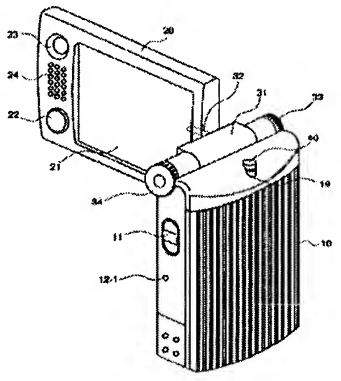


Fig. 3 of Shibata

In other words, Shibata does not describe an image taking block that is provided inside the first rotation means in such a manner that the lid rotates relative to the main body in response to rotation by the first rotation means but does not rotate in response to rotation by the second rotation means, and the image taking element rotates along with the image taking block, by rotation of the image taking block, in such a manner that a longitudinal direction of the image taking element becomes parallel to a longitudinal direction of the display means when a direction perpendicular to a surface of the display means is the same as the direction of the optical axis, as required by amended claim 2.

Matsumoto describes that the display section 11 stays in a first display state when the rotation supporting section 10 is rotated less than 180°, and the display state is switched to a second display state when rotated more than 180°. See paragraph [0042] of Matsumoto. Thus, Matsumoto adjusts the display state by switching the display state between a first and a second display state when the display section 11 is rotated more than 180°.

Thus, Matsumoto does not describe, or provide any reason or rationale for one of ordinary skill in the art to have come to, an image taking block that is provided inside the first rotation means in such a manner that the lid rotates relative to the main body in response to rotation by the first rotation means but does not rotate in response to rotation by the second rotation means, and the image taking element rotates along with the image taking block, by rotation of the image taking block, in such a manner that a longitudinal direction of the image taking element becomes parallel to a longitudinal direction of the display means when a direction perpendicular to a surface of the display means is the same as the direction of the optical axis, as required by claim 2. Thus, Matsumoto does not remedy the deficiencies of Shibata.

Conclusion

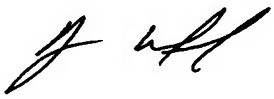
For at least the foregoing reasons, withdrawal of the rejection is respectfully requested.

Conclusion

In view of the foregoing amendments and remarks, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 1-3 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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